# Fernando Barrocal

## Senior Technical Product Manager · Platform & AI Builder

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## SUMMARY

Senior Technical Product Manager for platforms used by many systems and users, with 20+ years in software engineering and 10 in product leadership. At Avalara, leading the retirement of the legacy Tax Form Catalog: the migration's first cutover moved 15+ systems from the monolith to microservices with no disruption, and full decommission is on track for end-2026. Also coordinating an AI-agent program to cut the ~700 hours a month of manual mapping and review of tax forms, with the first 4 agents in production as of October 2026.

Core strengths: product decisions grounded in engineering depth · modernizing and retiring legacy platforms without downstream impact · automating manual operations and data work, from ETL to AI agents · coordinating multiple engineering teams and business areas on cross-team initiatives · turning opportunities into launched products.

## EXPERIENCE

### Senior Technical Product Manager, Platform Enablement · Avalara

*May 2024 – Present · Remote (São Paulo, Brazil)*

Product coordination for cross-team initiatives across ~23–25 engineers on Avalara's internal Returns-as-a-Service tax-compliance platform (Form Services, Data Ingest and Platform Services fronts), working with each team's engineering leadership and reporting to the Director of Returns Platform.

- Driving an AI-agent program to automate the mapping and review of tax forms (formulas, jurisdictional tax rates, addresses, calculations), aiming to cut at least half of the ~700 hours a month of manual work spent on it. The first agents in production already analyze jurisdiction changes, tell form mappers how to apply them and run end-to-end tests, with humans in the loop for more complex scenarios; guided the process with engineering and track metrics and requirements with the teams and stakeholders.
- Leading the retirement of the Tax Form Catalog, the legacy tax-form system behind every Returns product: drove the spec and gap analysis and built the quarter-by-quarter parity roadmap; the first cutover, in June 2025, moved 15+ dependent systems from the monolith to RESTful microservices with no disruption.
- Driving vertical-by-vertical adoption (Exemption Certificates, Property Tax, Treasury Services, among others) of a GraphQL abstraction layer that will let the microservices evolve without impact on dependent systems.
- Directed the modernization of the Form Designer authoring interface through company-wide rollout, moving the user teams of the old Tax Form Catalog interface (content research, form mapping, property tax, compliance) onto it: 100+ active users and 18,000+ forms across 17 tax domains.

### Technical Product Manager (part-time contract) · AmberEnhance

*Nov 2025 – Aug 2026 · Remote · Concurrent with Avalara*

- Ran the Scrum team (dev, QA, design) building IndieCartel, a low-cost SaaS for coffee shops, with the founder owning the product vision. Built the company's operating system in Notion from scratch (tasks, epics, funding, ERP) and drove user and sponsor interviews. Soft-launched with 2 coffee shops in Madrid.

### Independent Consultant · Product Building & AI

*Sep 2023 – May 2024 · Remote*

Deliberate return to hands-on technical work after leading product at Superbid, building AI skills (Data & Artificial Intelligence Immersion, 2023) ahead of a move into a Technical Product Manager role.

- Continued on-demand product and build support for Cliffside Cybersecurity on Cybereen after its launch (through Apr 2024).

- Designed and built Enrolmy's multi-country website around reusable content blocks and geo-based routing, delivered ahead of deadline, then supported their production rollout. The client built all its pages in 2 days on that structure and cloned the site to 2 countries in about a day (Mar 2024).

**Head of Product Management & Engineering, Latin America · Superbid Exchange**

*Feb 2023 – Aug 2023 · Remote (São Paulo, Brazil)*

Promoted to lead the platform's expansion into Latin America, responsible for two outsourced teams in Argentina (4 people each, plus one manager for both), now reporting to the Product Director.

- Conducted end-to-end technical due diligence and post-merger integration for the Canal do Campo acquisition (platform and teams), enabling expansion into the Agro vertical with rural machinery and livestock assets.
- Internationalized Superbid Brazil's platform (Gestor) into four more LatAm countries (Argentina, Colombia, Peru, Chile), aligning microservices, business rules and operations across all five.

**Head of Product Management & Engineering, Platform · Superbid Exchange**

*Sep 2021 – Feb 2023 · Remote (São Paulo, Brazil)*

Direct management of a 9-person cross-functional product and engineering team, the same one since Round Pegs (~3.2 continuous years, from the consultancy through the Superbid direct hire). Scope: Digitalization (an area the team had been building since 2019), public APIs for ERP integration, data normalization, and new business lines. Reported directly to the CTO.

- Turned Gate 2.0 into the Digitalization module of Gestor, a new micro-frontend platform for auctioneers to manage their assets, where they imported products, created auctions and priced items to auction on Superbid Exchange. The module focused on asset data quality: a 90% completeness target and a 70% minimum to publish without manual approval.
- Extended the reach of local auctions to buyers in other regions through a partnership with a third-party shipping company. In auctions with shipping, the price per vehicle sold came in ~27% above comparable auctions (3 events over 3 months, adjusted for inflation and vehicle market prices); ~80% of winners were out-of-region buyers who booked the service, which earned the platform a ~7% commission on the shipping fee.
- Coordinated the definition and adoption of the help desk system for operations in Brazil and Latin America, with SOPs for Legal, Sales, Operations, Engineering and Product. Under the new process, tickets overflowing first-line support fell ~54% and resolution time dropped ~23%.

**Product Manager & Product Mentor (advisory) · Cliffside Cybersecurity**

*Jun 2022 – Nov 2022 · Remote · Concurrent with Superbid*

- Product owner for Cybereen, a low-investment cybersecurity SaaS for organizations with limited security maturity, including financial institutions.
- Joined before development, with Cybereen still on paper, and turned the founder's idea into the shipped product: defined the release vision, authored the PRD, aligned the development team, and drove every step to Go Live while mentoring the founding CEO on product process.
- Shipped on schedule, with one of Australia's largest banks as the launch client.

**Senior Technology Product Manager · Round Pegs Consultoria (client: Superbid Exchange)**

*Jul 2020 – Aug 2021 · São Paulo, Brazil*

- Replaced manual cleaning and standardization of the files enterprise clients sent from different ERPs at onboarding with standardized data-ingestion and ETL tooling, raising the Digitalization team's efficiency on that process ~21%.
- With a cross-functional squad, migrated legacy systems to microservices to evolve Gate 2.0.

**Product Manager / Squad Leader · Round Pegs Consultoria (client: Superbid Exchange)**

*Dec 2019 – Jul 2020 · São Paulo, Brazil*

- Started the modernization of legacy applications for product digitization, pricing, and marketplace publication with Gate 2.0, built with the squad to replace Gate (Gestor de Ativos, "Asset Manager"), the company's first digitization tool.
- Built a Sales Control Dashboard on Bubble.io (low-code) integrated with Superbid APIs.

**Product & Project Lead · Freelance and consulting**

*2016 – 2019 · São Paulo, Brazil · Remote*

Responsible for product and project delivery on client platforms, while also taking part in development.

- Owned the rebuild of Protobrand's Meta4 Insight questionnaire platform, with dynamic forms, cascading questions and back-office reporting. Gamifying the survey experience cut mid-survey abandonment ~47% versus comparable prior surveys.
- Delivered client projects end to end across several markets, bringing in and coordinating freelancers.

**Software Engineer, Tech Lead & Founder · Own software house, consulting and full-time roles**

*1996 – 2019 · São Paulo, Brazil*

More than 20 years of hands-on software engineering and technical leadership across ~17 consulting engagements, full-time roles and Neo Technologies (own software house): VoIP/telephony, e-commerce, marketplaces, CMS platforms, ERP integration. From 2016, also led client projects in parallel with the engineering work.

- Between 2007 and 2019, delivering services through a freelance platform, completed 45 independent projects with a 100% client success score.
- Built a JTAPI/Cisco AVVID predictive call system enabling remote call-center operations for CallPoint (2002–2004).

## SKILLS

**Product & Strategy:** Platform product strategy · Stakeholder alignment · Cross-team initiative coordination · Operating models & process design · 0-to-1 launch / GTM · PRDs · User interviews · Low-code tools (Bubble.io) · Agile, Scrum, SAFe

**AI:** AI-agent programs in production · Human-in-the-loop automation · Metrics and requirements for agents · Own agents built on Claude (personal management, knowledge bases, lint agents)

**Technical:** API design (REST, GraphQL) · Microservices migration · Micro-frontends · Data ingestion, ETL & pipeline design · Data quality · Software engineering (PHP/Laravel, Java, JavaScript) · Linux systems administration

**Leadership & Domain:** People management · M&A technical due diligence · Platform internationalization · Tax compliance platforms

**Languages:** Portuguese (native) · English (full professional)

## EDUCATION & CERTIFICATIONS

- B.Sc. Computer Science · Universidade Paulista (UNIP), 2004
- Systems Analysis · Universidade São Marcos (coursework completed; institution closed before conferral)
- Business Analysis (2020) · Scrum Master & Agile Methodologies (2019) · Product Management (2018)